

EXTERNAL/COMMUNITY RELATIONS

0623

(November 1996)

External relations are any relationships or outreach programs outside CAL FIRE which promotes the image, credibility, and commitment to our mission to the media, significant constituencies, and the public.

External relations activities include, but are not limited to the following:

News media relations (see Section 0630 Media Relations)

Public relations (see CAL FIRE Publications)

Fire Safe/Fire Prevention Education (see Fire Preventions Handbook, Section 9100 Fire Prevention Education)

Legislation information and support (see Legislative Handbook)

Interagency relations (see the following Section 0623.1 Cooperating Agencies)

COOPERATING AGENCIES

0623.1

(November 1996)

Cooperative relationships with other agencies are important to develop operational alliances, optimize media opportunities, and jointly promote the service which we provide to the public. Each region/unit chief and their designees shall participate in multi-agency activities which enhance departmental goals and objectives.

The following are examples of external cooperative activities:

- Joint news releases
- Multi-agency preseason planning meetings
- Incident Command System training (e.g., information officer)

CAL FIRE works with many federal, state, and local agencies, including but not limited to the following:

- United States Forest Service
- Bureau of Land Management
- Board of Forestry
- Office of Emergency Services
- Office of the State Fire Marshal
- California Highway Patrol
- Department of Fish and Game
- Department of Water Resources

- Department of Corrections
- California Youth Authority
- California Air Quality Control Board
- Contract counties
- Local fire agencies and jurisdictions

COMMUNITY RELATIONS

0623.2

(November 1996)

Community relations is the relationship CAL FIRE develops with various local groups and organizations to enhance community and department interests. Chiefs at all levels of CAL FIRE have a responsibility to ensure adequate departmental participation in community relations and activities.

Efforts at all levels of the organization should be made to increase CAL FIRE's visibility. These efforts should include:

- Involvement in fire service organizations
- Ad hoc advisory committees
- Burn foundations
- Community service organizations
- Professional forester organizations
- Arson investigation organizations

[\(see next section\)](#)

[\(see HB Table of Contents\)](#)

[\(see Forms or Forms Samples\)](#)